

**NISHITHA DEGREE COLLEGE, NIZAMABAD**  
**Affiliated to Telangana University, Accredited with “A” Grade by NAAC**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):**

- **PEO1:** Gain a systematic understanding of management-related problems.
- **PEO2:** Prepares you to be highly qualified business professional with multidimensional skillset.
- **PEO3:** The curriculum focuses on two primitive topics- Management and Marketing.
- **PEO4:** Helps develop cognitive and problem-solving skills to improve communication skills.
- **PEO5:** It equally stresses on interpersonal and technical communication skills required for success in today’s fast paced world.
- **PEO6:** Emphasises on the responsibilities and opportunities of business to be socially responsible.
- **PEO7:** The curriculum and pedagogy are designed keeping in mind the industry requirements.
- **PEO8:** Receive excellent preparation for careers in business and management.

**PROGRAMME OUTCOMES (POs)**

- **PEO1:** Gain sufficient expertise in the company administration, accounting, marketing, finance, IT, operations and human resource concepts, theories and models.
- **PEO2:** Evaluate and recognize the practical application of management concepts in the resolution of specific market problems.
- **PEO3:** Acquire the ability to lead a team and improve group actions in achieving individual, community, and organizational objectives
- **PEO4:** Recognize and solve business problems in an ethical manner for continued business venture growth.
- **PEO5:** Illustrate English skills for successful and Competent Business Communication management.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs):**

- **PEO1:** Students will develop and exhibit conceptual and analytical skills in management, economics, finance, business, accounting, marketing, English.
- **PEO2:** Students will develop experience in evaluating global and complex market climate opportunities and challenges.
- **PEO3:** Industry-Connect program to give hands on experience of real time business world.
- **PEO4:** Potential to design, build and adapt business models and approaches to tackle market challenges and the different stakeholders needs and interests.

### **ELIGIBILITY CRITERIA: INTERMEDIATE EXAMINATION/CBSE/ISC SCOPE FOR HIGHER STUDIES:**

- Can apply for Masters in Sciences
- Eligible for Masters in Business administration, both abroad and in India.
- Eligible to pursue PhD programmes.
- Can apply for Diploma courses in allied areas of management.

### **CAREER OPTIONS:**

- *Consultancy* – Help grows businesses and solves business problems.
- *Marketing and sales* – Find the best way to sell your business products and services
- *Finance* – Steer investments and ensure profitability.
- *Management* – The skills you gain from this degree are best suited for someone with leadership ambitions. The list is almost endless. You can also be your own boss.

## **Semester:I**

### **Course: Principles of Management**

#### **Course Code: DSC- 101**

#### **OBJECTIVES:**

1. The general objective of this course is to provide a broad and integrative introduction to the theories and practice of Management.
2. In particular, the course focuses on the basic area of the management process and functions from the organisation view point.
3. The course also attempts to enable the students to understand the role, challenges and opportunities of management in contributing to the successful operations and performances of organisation.

#### **COURSE OUTCOMES:**

CO1: Understanding the introduction and evolution of theories of Management.

CO2: Aware about the concept of planning and know the procedure for preparing plans for effective decision making.

CO3: Understanding the various functions of Management in an organization..

CO4: Learn about the concept of Staffing, Controlling and Coordinating and also gain some awareness about various motivational theories.

CO5: Acquire the basic knowledge about emerging issues in management includes different areas of management like Total Quality Management, Technology Management and Knowledge Management and also other concepts like Leadership, Corporate Social Responsibility.

### **Course: BASICS OF MARKETING**

#### **Course Code: DSC-102**

#### **OBJECTIVE:**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

#### **COURSE OUTCOMES:**

CO6: Acquire basic knowledge of marketing and its evolution.

CO7: Applying marketing strategies in the real market.

CO8: Developing innovative products and understanding its life cycle in the market.

CO9: Applying pricing strategies to the various market structures.

CO10: creating new ways of communicating techniques to reach the customers.

### **Course: BUSINESS ECONOMICS**

**Course Code: DSC-103**

**OBJECTIVE:**

The purpose of the course is to apply micro economic concepts and the tools for analyzing business problems and making accurate decisions pertaining to the business firms. The emphasis is given to tools and techniques of micro economics.

**COURSE OUTCOMES:**

CO11: Understanding the basic principles of economics. and their importance in strategy formulation.

CO12: Forecasting the demand for effective decision making by business organizations.

CO13: Applying the techniques for the optimum utilization of scarce resources.

CO14: Observing the economies of scale and economies of time in production units.

CO15: Analysing different market structures and pricing mechanism.

**Semester - II**

**Course: ORGANIZATIONAL BEHAVIOUR**

**Course code: DSC - 201**

**OBJECTIVE:**

The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

**COURSE OUTCOMES:**

CO16: Understanding the evolution and the basic concepts of OB.

CO17: Understanding the concepts of individual, Team and Organizational Behaviour and applying them in the real life situations.

CO18: Analyze the motivational situations and applying them with proper leadership style.

CO19: Evaluating the resistors to change and lead to the development of the organization.

CO20: Create an organizational culture which improves the organizational effectiveness.

**Course: FINANCIAL ACCOUNTING**

**Course Code: DSC - 203**

**OBJECTIVE:**

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation

**COURSE OUTCOMES:**

CO21: Acquire basic knowledge with respect to Accounting terms and principles.

CO22: Learn recording transactions in different types of books.

CO23: Understands the preparation of financial statements of a sole trader and a Company.

CO24: Applying various techniques to analyse and interpret the financial statements.

CO25: Understands the concept & procedure of issuing Ind-AS & IFRS.

**Semester – III**

**Course: BASIC QUALITY MANAGEMENT**

**Course Code: SEC 2 (a)**

**OBJECTIVE:**

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

**COURSE OUTCOMES:**

CO26: This course exposes the student to the basic concept of Quality, Quality control, Quality circles and Quality management.

CO27: The student also learns about various tools and techniques to be applied to assess the quality of a product. He also gets some understanding about the application of TQM in service sector.

**Course: Human Resource Management**

**Course Code: DSC – 301**

**OBJECTIVE:**

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

### **COURSE OUTCOMES:**

CO28: The student will be able to compile the trends of HRM in the industry which will be helpful in forecasting the better HRM strategies for future.

CO29: The methodologies of acquiring right skills for the organization will be exposed to the ward.

CO30: Imparting skills required for the employees for their better utilization and for the prosperity of the organization and employees. The methodologies relating to these will be imparted. The student will be able to design new training techniques required by the market situation.

CO31: The student will be able to compile the regulations of government related to labour laws.

CO32: Retention of good employees and improvement in current appraisal systems. The student will be able to design retention strategies.

### **Course: FINANCIAL MANAGEMENT**

#### **Course Code: DSC - 303**

**OBJECTIVE:** To acquaint students with the techniques of financial management and their applications for business decision making.

### **COURSE OUTCOMES:**

CO33: Understand the role and significance of finance function in the organization.

CO34: Applying the concept of time value of money for taking effective investment decisions.

CO35: Learn the various sources of raising the funds and assess the capital structure.

CO36: Evaluate the effectiveness of working capital of a Company.

CO37: Managing the firm's investment in trade debtors, cash and inventory.

### **Semester - IV**

#### **Course: STARTUP MANAGEMENT**

#### **Course Code: SEC - 4 (a)**

### **OBJECTIVE:**

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas

### **COURSE OUTCOMES:**

CO38: Understanding the concept of Entrepreneurship and the basic qualities required.

CO39: Understanding the entrepreneurial ecosystem and supporting institutions to start a venture.

CO40: Applying this knowledge either to start or run an existing enterprise.

**Course: Business Law and Ethics**

**Course Code: DSC - 401**

**OBJECTIVE:**

1. It helps the students to understand importance of contracts, companies act and ethics.
2. It focuses on legal aspects of contracts.

**COURSE OUTCOMES:**

CO41: The student will be exposed to basic principles of contracts. The discussions on essentials will clear the ambiguity about contracts under Indian contract act.

CO42: The laws relating to special laws of contract will be acquainted to the ward.

CO43: The student will be able to imagine, Compare different types of companies and will be able to elaborate company formation and estimate & plan for members required for a company.

CO44: The ward will be exposed to consumer protection laws which can be utilized for best possible extent.

CO45: The student will be in a position to propose best possible ethics for different types of businesses in the market.

**Course: MARKETING RESEARCH**

**Course Code: DSC - 402**

**OBJECTIVE:**

1. To provide an exposure to the students pertaining to nature and scope of marketing research, which they are expected to possess when they enter the industry as practitioners.
2. To give them an understanding of the basic techniques and tools of marketing research.

**COURSE OUTCOMES:**

CO46: Learn the principal steps involved in the marketing research process.

CO47: Identify the sources of information and design a questionnaire.

CO48: Apply and evaluate various data collection techniques.

CO49: Have adequate knowledge on measurement & scaling techniques.

CO50: Identify and recognize the appropriate sampling techniques for related problems.

**Course: MANAGEMENT SCIENCE**

**Course Code: DSC- 403**

**OBJECTIVE:**

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

**COURSE OUTCOMES:**

CO51: Acquire basic knowledge related to Production & Operations Management and its Functions.

CO52: Outline the various types of plant layouts, scheduling and applying work study techniques

CO53: Applying inventory controlling techniques in manufacturing industries

CO54: Understanding the queuing theory to apply for suitable situations.

CO55: Determining lowest transportation and assignment cost by applying various methods.

**Semester - V**

**Course: FINANCIAL MARKETS AND SERVICES(F)**

**Course Code: DSC - 501(a)**

**OBJECTIVE:**

1. To explain the structure of Indian Financial System
2. To understand Leasing, Hire purchase and Mutual funds.

**COURSE OUTCOMES:**

CO56: This course provides Basic knowledge about the Indian Financial System and the participants and regulatory authorities like RBI and SEBI.

CO57: The learner will get thorough understanding about Capital market and its types which includes Primary and Secondary markets like NSE and BSE etc.

CO58: This study provides the information regarding fund and non-fund based services available in financial markets which includes Leasing, Hire purchasing and Merchant banking, different credit rating agencies etc.

CO59: Finally the student will get in depth knowledge about mutual funds and the types and mechanism of mutual funds including AMC.



**Course: ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)**

**Course Code: DSC – 502 (a)**

**OBJECTIVE:**

1. To provide the students with a basic view of valuation and investment in financial assets.
2. To explain the basic concepts of risk and return and various methods of analysis.
3. To explain the concept of portfolio and the various portfolio theories and evaluation methods.

**COURSE OUTCOMES:**

CO60: Understands the basic outline of investment, financial assets, risk and return in evaluating the securities, approaches to analyse the securities.

CO61: Valuation of fixed income securities through various methods.

CO62: Valuation of Equity shares by various approaches.

CO63: Learn portfolio theories, concept of portfolio return and risk.

CO64: Evaluation of Portfolio performance through various measures of return.

**Course: INSURANCE SERVICES (F)**

**Course Code: DSC - 503 (a)**

**OBJECTIVE:**

1. The course helps the students to know about Insurance.
2. It focuses on latest trends in Insurance.

**COURSE OUTCOMES:**

CO65: Understand the concept, principles, and functions of insurance and also be familiar with insurance sector reforms in India.

CO66: Know about the different types of Insurance like Life and Non-Life insurance policies like fire, marine and general Insurance etc.

CO67: Get some practical exposure towards policy documentation, nomination, assignment and surrender of policy. Also aware about process for settlement of insurance claims in accordance with IRDA guidelines.

## Semester - VI

### BANKING (F)

Course Code: DSC - 601(a)

#### OBJECTIVE:

1. The course helps the students to know about banking and its regulations.
2. It focuses on latest trends in Banking.

#### COURSE OUTCOMES:

CO68: Acquire expert knowledge about banking, functions of RBI and commercial banks as well. The student also learns about the role of RRBS, Cooperative banks and NABARD.

CO69: Aware about the instruments operated in banks like cheques, commercial bills under Negotiable Instrument Act 1881.

CO70: Understanding the relation between Banker and customer in different ways like Debtor vs. Creditor, Principal vs. Agent etc.

CO71: Get clarity regarding the procedure to open an account in a bank and different types of loans and procedure for crossing of cheques.

CO72: Awareness about credit policies of commercial banks and types of commercial banks which includes Unit, Branch and Group banking and also the latest trends in banking services in the form of E-Banking, Mobile Banking, EFT, Digital cash etc.

### Course: RISK ANALYSIS AND MANAGEMENT (F)

Course Code: DSC – 602 (a)

#### OBJECTIVE:

Enables the students to understand the risk associated with financial institutions and helps to manage risk effectively.

#### COURSE OUTCOMES:

CO73: Understand the principles and terminology related to risk management and risk associated with financial services firms.

CO74: Understand the basic quantitative methods for managing financial risks.

CO75: Calculation and interpretation of Value-at-Risk on individual instruments and overall portfolio to make investment decisions.

CO76: Applying the techniques in managing the risk.

CO77: Acquire knowledge on new innovative financial products.

## **International : INTERNATIONAL FINANCE (F)**

### **COURSE NO. DSC – 603 (a)**

#### **OBJECTIVE:**

To provide inputs on globalisation, exchange Risk Management, Financing of International Trade etc.

#### **COURSE OUTCOMES:**

CO78: Understanding the basic inputs with regard to globalisation, multinational firms and emerging trends of trade.

CO79: Acquiring basic knowledge with respect to risk and exposure and its measurement.

CO80: Understanding the balance of payments and the economic factors that cause exchange rates to fluctuate.

CO81: Learn market instruments and modes of financing in international trade.

CO82: Understanding the Global Financial Regulatory with respect to trade.

#### **Programme Outcomes**

**PO1:** Elucidating the various aspects of Management that includes TQM, Production Management, Knowledge Management and emerging issues of management.

**PO2:** Vision based management of human assets through qualitative monitoring and Financial resources by quantitative techniques & controls.

**PO3:** Imagine, elaborate, compile and implement Business ideas through feasibility analysis adhering to the laws relating to business and consumers considering best possible ethics.

**PO4:** Serving to maximum possible market by optimum utilization of resources for quality control and output resulting Corporate Social Responsibility.

**PO5:** Acquire knowledge about accounting process & capable to prepare financial statements. Ability to assess the financial performance of an entity with the help of various techniques of financial statement analysis.

**PO6:** Understands the structure of Indian Financial system. Enable to acquire expert knowledge about latest trends in Banking & Insurance Services.

**PO7:** Enables the students to take financial decisions in respect of financing & investment in various financial assets by applying various risk management tools effectively.

**PO8:** Provide knowledge about globalisation & trade practices for the purpose of financing international trade by considering exchange rate fluctuations globally.

**PO9:** Demonstrating marketing research process, structures and strategies by adapting relevant laws and ethical policies.

**PO10:** Enumerating the Market Environment and business decision making by applying economics principles, theories and techniques.

**PO11:** Adoption of various leadership styles for organizational development and effectiveness.

**PO12:** Developing the employability skills of employees for organizational growth and improvement of appraisal systems.

**PO13:** Understanding, acquiring and applying the concepts, principles and techniques of business, law and management.

### **Programme Specific Outcomes**

**PSO1:** Encourage students to continuously learn, improvise, adapt, energize, excel and shine in their career/profession.

**PSO2:** Expose with practical knowledge through internships and projects in real business situations.

**PSO3:** Acquire managerial skills and ethical values so that students can innovate and create value even in highly challenging business situations.

**PSO4:** Exhibits their knowledge of management principles, demonstrate their critical-thinking, problem solving skills and manifest their leadership qualities.

**PSO5:** Prove their sense of responsibility and recognise the required change and adapt it.

**PSO6:** Promotes Entrepreneurship by understanding the fundamentals of creating & managing innovation, new business development & high-growth potential entities.



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**Head of the Department**

A handwritten signature in black ink, appearing to be "S. Jay", written over a horizontal line.

**Convener**

A handwritten signature in green ink, appearing to be "C.R. Jay", written over a horizontal line.

**Principal**